

Press Release

Wagrain, August 2020

**A new dimension in skiing:
12 peaks, 5 valleys and endless possibilities**

Snow Space Salzburg doubles the number of ski slopes with its new connecting lift, positioning itself among the most diverse ski areas in the entire Alpine region!

The 2020/21 winter season marks a major turning point in the seventy-year ski history of the entire winter sports region. For years it was only a vision, but starting in December of this year it will become reality: The new Panorama Link gondola connects the Snow Space Salzburg ski area in Flachau, Wagrain and St Johann, with the neighboring ski towns of Flachauwinkl, Kleinarl and Zauchensee creating one of the most varied ski regions in the Alps.

12 mountain summits, 5 valleys and 210 kilometers (130 miles) of ski slopes offer winter sports enthusiasts near-limitless possibilities to fully enjoy the freedom and thrills of skiing. From challenging world cup slopes to a variety of comfortable family runs, state-of-the-art mountain lifts to internationally known freestyle and freeride spots, winter sports fans visiting Salzburg Pongau, in the heart of the Ski amadé ski association, will experience one of the most varied ski regions in the Alps including:

- 12 mountain summits between St. Johann/Alpendorf and Zauchensee, each approaching or exceeding the 2,000 meter mark (over 6,500 feet) and providing an extraordinary panorama of the Hohen and Niedere Tauern mountain ranges when.
- 5 valleys with perfectly groomed slopes, allowing for full skiing fun right up to the last turn.

- 210 kilometers (130 miles) of ski runs which, thanks to the higher altitude and the most advanced snow making systems guarantee the best possible snow quality, even in the earliest and latest days of the ski season.
- 70 modern mountain lift systems win over winter sports enthusiasts with comfort highlights including seat, lumbar and back heating and lightning-fast trips to the summits.
- 2 ski world cup slopes in Flachau and Zauchensee where each year the very best international women skiers compete to earn world cup points.
- A unique location on the Austrian railway network with direct train connections to Vienna, Linz, Munich, Düsseldorf and several other major German cities and also close to three highway exits.
- Internationally established freestyle parks such as the Absolut Park in Flachauwinkl or the Snowpark Alpendorf as well as countless freeride spots for fans of off-piste skiing.

More ski slopes, more lifts, more variety

3.1 kilometers (1.9 miles) in length, an 8 minute journey and an absolutely breathtaking view of the Hohe and Niederen Tauern mountain ranges - this panoramic experience in the modern gondolas is so impressive that it gives the new lift its name. The Panorama Link runs below the ridge between Griessenkar and Mooskopf. This means you can get on directly on one side in Wagrain and Flachau and on the other side in Flachauwinkl and Kleinarl. Thanks to the new gondola, 12 peaks, 5 valleys and 69 mountain lifts from Alpendorf to Zauchensee can be covered on skies. The two World Cup slopes in Flachau and Zauchensee, the famous Freestyle Park Snowpark Alpendorf and Absolut Park in Flachauwinkl - Austria's largest Snowpark – together with the high alpine slopes and the freeride paradise in Zauchensee are just a few of the ski area highlights that can be experienced in just a single day thanks to the new Panorama Link lift. Of course, all of this requires only one ski ticket. Snow Space Salzburg has always offered the perfect mix of blue ski slopes for children and beginners, numerous red slopes for pleasure and intermediate skiers as well as several black slopes for experienced adventurers and professionals. The outstanding quality of the slopes has already been recognized by international ski area testing organizations several times. With the connection to the high-altitude Zauchensee ski area and its impressive guarantee of snow cover, for which Snow Space Salzburg is already

well known, the ski resort gets a whole new, the ski resort gets a whole new dimension added to the skiing experience it has to offer.

Straight to the slopes thanks to the best infrastructure

What sets Snow Space Salzburg apart from other ski areas is not only the variety that it offers, but also its easy accessibility. Using any one of the three highway exits Flachau, Flachauwinkl and Pongau junction, skiers can get from the Tauernautoban A10 highway to the valley stations of the lifts within just a few minutes and without having to travel through narrow valleys or steep mountain roads. Arrival by train is the preferred choice of travel for environmentally conscious vacationers and day visitors. The long-distance train station in St. Johann im Pongau can be reached from many German and Austrian cities without the need to change trains. After every train arrival, ski buses take the skiers directly to Alpendorf. In the 2020/21 winter season, the cooperation with the Austrian Federal Railways ÖBB will be expanded even further. For guests who have booked a hotel in St. Johann or Alpendorf there is a shuttle service that picks them up from the train station and brings them directly to their accommodation. "We are aware of our responsibility as it relates to sustainability. This is why we offer our guests an environmentally friendly alternative for their arrival and return using the ÖBB cooperation" explains Wolfgang Hettegger. "The goal is to at least double the number of guests arriving by means of public transportation within the next five years," said Hettegger. Thanks to the direct train connections, the pleasures of skiing can be enjoyed by day guests coming from Munich or Linz in just under three hours, and from Salzburg within an hour. For these guests there are also attractive price reductions on train and ski ticket packages with the ÖBB Winter Sport Combi Ticket and, thanks to the cooperation with Intersport Rent, on their ski rentals as well. These discounts also apply to weeklong guests who combine their train ticket with a 6-day ski pass.

Another highlight for day guests in the period from Christmas to Easter is the Ski Bus, which takes skiers every day from the city of Salzburg directly to Flachau - and best of all, it's free! The bus makes 3 stops in the city of Salzburg in the morning for the ride out, and then picks guests up again at the end of the day at 4 pm at the Spacejet valley station for the return trip. Simply an unbeatable offer and further proof of the exceptional accessibility of the ski area.

Families are in very good hands here

One particular group of guests are often especially appreciative of both the variety the ski area offers as well as the ease and comfort of the arrival and return travel – namely, parents with children. Snow Space Salzburg has always been the right choice for families for several reasons. One example is the fact that it was the first ski area to equip every single lift with child safety bars. In addition, the wide variety of offers ensures that every family member will find something suitable and special for themselves: Wagrain's Winter World with attractions such as the magic carpet, tubing run, tire carousel or igloo as well as the Teufelsroute Adventure Slope in Alpendorf guarantee the necessary fun factor for the little ones. Kids with a bit of skiing experience love the Wagrain Fun Slope and the Kids Run in Flachau. Cool teenagers hang out and make friends in the Snowpark Alpendorf and perhaps take the new gondola connection to meet up again in Flachauwinkl in the Absolut Park. Family races and challenges can be held on the timing courses in Flachau, Wagrain and Alpendorf. Souvenir photos are available at the many photo and panorama points in the ski area. Parents particularly appreciate the wide, clearly visible slopes which make it easy to keep an eye on their loved ones and which also promotes safe skiing. Anyone who wants a little help with skillfully carving perfect turns is well advised to take a ski lesson at one of the local ski schools. Once again, guests will find plenty of choices among the 12 ski and snowboard schools available. Last but not least, attractive price offers are also very appealing to families. The Snow Space Salzburg Family Day Ticket offers 2 adults with 1 - 2 children a significant discount on their lift tickets every Saturday and Sunday. The Ski amadé Family Weeks, the Young Family Ticket, the Family Bonus and the Ski amadé Easter family promotion are other popular offers that allow children to ski at reduced prices.

Digital support for a perfect skiing experience

With so much diversity on offer at Snow Space Salzburg, you naturally want to make the best possible use of each day of skiing. To save time, you can order ski tickets online and collect them from the pick-up machine at one of the valley station cash desks or even load them directly onto your own key card. Such innovation demonstrates that Snow Space Salzburg is on the cutting edge and once again proves its pioneering role in the field of digitalization. Having a look at the Ski amadé Guide app is a great way to spend some of the time between buying tickets online and the actual day of skiing. The app contains an interactive, photo-realistic 3D panorama including all points of interest and enables playful discovery of the ski area and comprehensive planning to make sure you get the most out of

the upcoming ski day. With the new Friend Tracker, which is included in the app, not only can you invite your friends to ski with you, but it also lets you follow them as they move about in the ski area – with their permission, of course. This is also a perfect feature for families to always keep both parents and children in the know about the exact location of the other family members. Skiline is another popular digital offer. Every time you pass a lift station with your keycard ski ticket, this movement is registered. At the end of the ski day, simply log into the Skiline app on your device or at one of the Skiline terminals at the Snow Space Salzburg valley stations to get a detailed evaluation of your day including the number of kilometers skied, vertical meters traveled and lifts used - your personal, digital ski diary, so to speak. In your Skiline account you can also find the recordings of the Skimovies taken at the giant slalom timing race course in Wagrain and the parallel slalom course in Alpendorf. Skiline is the ultimate method of reviewing your day of skiing and remembering the many happy moments.

Who can resist the "sweet temptation"?

In Snow Space Salzburg not only is skiing a pleasure, but so are the breaks in between. Over 60 ski huts, from modern mountain restaurants to traditionally rustic ski huts are available offering a wide range of culinary options. Snow Space Salzburg ski guests are not only crazy about the fantastic slopes, but also about the sweet regional dishes. That is why the pleasure ski route "The sweet temptation" was developed. Participating ski huts seduce those with a sweet tooth with homemade desserts such as the classic apple strudel, blueberry pastry, or a delicious Pongauer Kerschmuas (you'll just have to try this one to find out how good it is). If you want to know more about any of these typical dishes from Austria and the Salzburg region you can learn about their origins and even how to prepare these local specialties.

The Audi FIS Ski World Cup Women's Night Slalom on January 12, 2021

The high quality and professionalism of the ski area is also recognized and appreciated by the Austrian racing elite. That's why on January 12th, 2021 it will be that time again: The legendary Audi FIS Ski World Cup Women's Night Slalom will be held for the 11th time in Flachau. If you can make it, you can book your ticket online starting in September 2020. Additional events will take place depending on the current situation and the associated legal provisions.

Image and multimedia material from the Snow Space Salzburg

Press contact

Simon Guggi, MA

Snow Space Salzburg

Tel.: +43 59 221 1104

Mail: presse@snow-space.com

www.snow-space.com